




ELITE WEEKS 101

Connecting Your Business
With The Heart Of The Yelp Community

ELITE SQUAD

The Yelp Elite Squad is an eclectic crew as diverse as the reviews they write. They spread positive word-of-mouth to raise awareness for the best businesses, both locally and in cities around the world. The Yelp Elite Squad are ambassadors in your city who love to create content on Yelp and engage with businesses.





ELITE SQUAD

46%

Visit 5+ independently
owned businesses weekly

46%

Spend \$200 or more a
month at local businesses

26%

Say connecting with local
business owners is the best
part about being Elite

H O S T A N E L I T E W E E K

Elite Weeks provide a number of opportunities to bring these influential Yelpers straight to your business and your product so you can get more business on Yelp and off. Sound good?

Here's how.



Elite Weeks

- 50-150+ Elites (and their guests, depending on your preference) check out your business for a special complimentary offer over the course of a 5-7 days
- A way to showcase what makes your brand or space great. Show Elites what your business has to offer.
- Steady flow of traffic is less disruptive to your space, staff, and other customers (versus a two hour Elites only event)



Before Elite Week

Your name and Yelp page in front of Elites on their private calendar and in an e-invitation. Our team will send you special letters + Yelp swag to share with each guest.

During Elite Week

City tastemakers stop in to get to know your space and your product. You have a captive audience ready to make authentic connections — invite them to come back! Yelp Elites will be encouraged to share their experience on a special event listing (examples [here](#)) + social media.

IN THEIR WORDS

We've hosted two Elite events... We loved having the chance to tell folks who love food our story. It was great to answer questions and talk one-on-one with guests, which helps my bakery create great long term friendships and fans.

Annemarie Maitri

BLOOM BAKESHOP, MADISON, WI

READ MORE ON THE **COMMUNITY BLOG**



IN THEIR WORDS

We had 60 people attend our event and a handful have already been back and reviewed us — all of them 5 stars! People [on Yelp] care about what Elites have to say and make decisions about visiting businesses based on their reviews. Don't let an opportunity to host an Elite event slip by; it's really helped put my business on the map.

GENEVRA CARDOSO

ZAMA MASSAGE — PORTLAND, OR

READ MORE ON THE **COMMUNITY BLOG**



IN THEIR WORDS

As a growing brand, holding Elite Events at our newer stores was a great way to connect with the community. Having the group setting and being able to share our story and how our company got to where it is has been an important part of our growth...The events let us come into a neighborhood and say, 'Hi, we're your new neighbors.'

NEDAL AHMAD

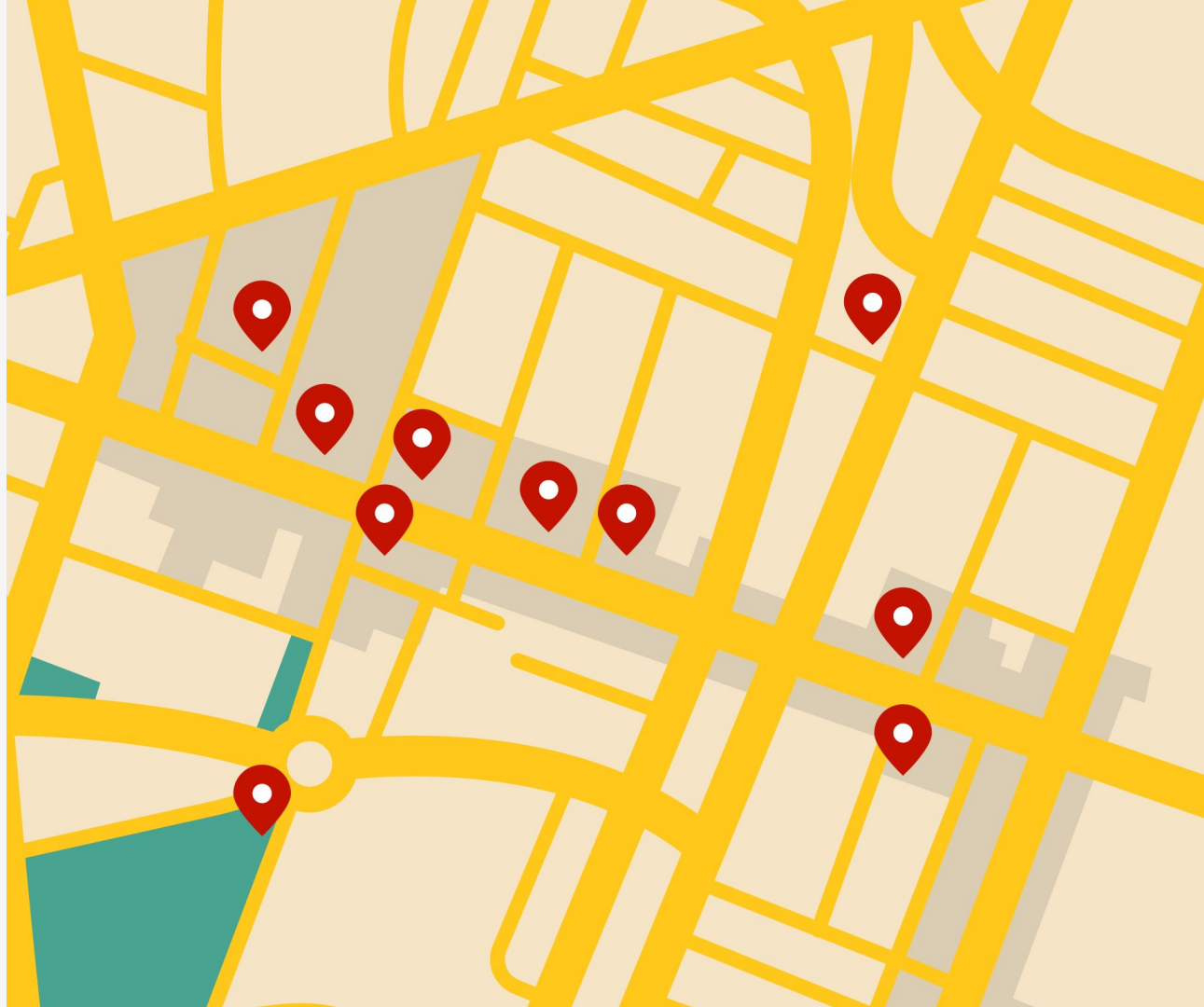
PINCHO FACTORY — MIAMI, FL



EXPLORE

Events are
happening in
your area —
discover more
events around
town

Check out recent
Elite Weeks [here](#).



GET IN TOUCH

Interested in planning an Elite Week in LA?
Fill out some [quick info](#) and we'll be in touch!

Questions or comments, contact:
lawest@yelp.com

